



United States
Department of
Agriculture

Agricultural
Marketing
Service

STOP 0254– Room 2067-S
1400 Independence Avenue, SW.
Washington, D.C. 20250-0254

TO: All Reciprocal Meats Conference Attendees

FROM: Martin E. O'Connor
Chief
Standards, Analysis, and Technology Branch

DATE: April 16, 2008

SUBJECT: Invitation to Agricultural Marketing Service (AMS) Meat Tenderness Forum II on
Sunday, June 22, 2008 in Gainesville, FL

AMS is currently working on Tenderness Initiative to develop a standardized marketing claim. You are invited to attend an open forum meeting on Sunday, June 22, 2008 from 1:00 – 5:00 pm at the University of Florida Hilton Conference Center. Below is the tentative agenda.

Tentative Agenda

1:00 – 1:15 p.m.	Welcome/Introductions	
1:15 – 1:30 p.m.	Initiative Background/General Question Review/Ongoing Activities	Marty O'Connor
1:30 – 1:45 p.m.	Consumer Implications Update	Darin Doerscher
1:45 – 2:00 p.m.	Methodologies, Testing & Verification Update	Carol Lorenzen
2:00 – 2:10 p.m.	Economic Implications Update	Lawrence Yates
2:10 – 2:20 p.m.	Predictive Technology	Kerry Smith
2:20 – 3:20 p.m.	Forum Discussion & Sub-committee Charges	
3:20 – 3:35 p.m.	Break	
3:35 – 4:35 p.m.	Sub-committee Breakout Sessions	All
4:35 – 5:00 p.m.	Committee Reports & Closing Remarks	Marty O'Connor

Feel free contact me at 202-720-4486 or martin.oconnor@usda.gov if you have any questions or know of others who may be interested in participating on the committees.

cc: Darin Doerscher, Mohammad Koohmaraie, Carol Lorenzen, Jeff Savell, William Sessions, Kerry Smith and Lawrence Yates